

GOVERNMENT OF ANDHRA PRADESH  
A B S T R A C T

YAT & C (PMU) Department - Tourism Promotion - Designing, printing and supply of Summer Package Folders, Posters and Direct mailer printed in multicolour - Sanction of Rs.5,71,500/- (Rupees Five Lakhs Seventy One Thousand and Five Hundred Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 547

Dated 12-07-2013.  
Read the following:-

1. From M/s. Touchstone Advertising (P) Limited, Hyderabad, Bill.No. TAPL/22/2013-14, Dated: 30.04.2013
2. From M/s Touchstone Advertising (P) Limited, Hyderabad, Bill.No. TAPL/39/2013-14, Dated: 10.05.2013
3. From M/s Associated Advertising Private Limited, Hyderabad, Bill No. G/013/2013-2014, Dated: 22.04.2013
4. From M/s Akshara Advertising Limited, Hyderabad, Bill. No. Ptg/012/13, Dated: 08.05.2013
5. From M/s Akshara Advertising Limited, Hyderabad, Bill. No. Ptg/017/13, Dated: 23.05.2013
6. From M/s Akshara Advertising Limited, Hyderabad, Bill. No. Ptg/011/13, Dated: 08.05.2013
7. From M/s Akshara Advertising Limited, Hyderabad, Bill. No. Ptg/010/13, Dated: 08.05.2013.

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**ORDER:**

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourist attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc. For promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls etc.

2. Government has decided to print & supply Special Holiday Packages folder on some Districts in Andhra Pradesh, accordingly, some agencies had been called for and work was allotted them as detailed below:

S.No	Agency	Particulars	Quantity	Price per unit	Amount Including taxes
1.	M/s Touchstone Advertising (P) Limited, Hyderabad	Printing & Supply of Special Holiday Packages folder on Hyderabad	10,000 no's	Rs.5.25	Rs.52,500/-
		Printing & Supply of Special Holiday Packages folder on Srisailam	10,000 no's	Rs.5.25	Rs.52,500/-
		Printing & Supply of Special Holiday Packages folder on Warangal	10,000 no's	Rs.5.25	Rs.52,500/-
TOTAL					Rs.1,57,500/-
2.	M/s Associated Advertising	Printing & Supply of Special Holiday Packages folder on Visakhapatnam	5,000 no's	Rs.5.25	Rs.26,250/-
		Printing & Supply of Special Holiday	5,000 no's	Rs.5.25	Rs.26,250/-

	Private Limited, Hyderabad	Packages folder on Araku			
		Printing & Supply of Special Holiday Packages folder on Tirupati	5,000 no's	Rs.5.25	Rs.26,250/-
TOTAL					Rs.78,750/-
3.	M/s. Akshara Advertising Limited, Hyderabad	Printing & Supply of Special Holiday Packages folder on Hyderabad by Night	10,000 no's	Rs.5.25	Rs.52,500/-
		Printing & Supply Of Special Holiday Packages Folder On Hyderabad Day Tour	10,000 no's	Rs.5.25	Rs.52,500/-
		Printing & Supply of Special Holiday Packages folder on Dindi	10,000 no's	Rs.5.25	Rs.52,500/-
		Printing & Supply of Special Holiday Packages folder on Vijayawada	10,000 no's	Rs.5.25	Rs.52,500/-
		Printing & Supply of Direct mailer summer package	5,000 no's	Rs.12.55	Rs.62,750/-
		Printing & Supply of summer package Posters	500 no's	Rs.125.00	Rs.62,500/-
		TOTAL			
GRAND TOTAL					Rs.5,71,500/-

3. Government, after careful examination of the matter hereby sanction an amount of Rs.5,71,500/- (Rupees Five Lakhs Seventy One Thousand and Five Hundred Only) towards above said works as mentioned at para-2 above.

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above and disburse the same to the following concerned agency through bank. The following are the bank details:

S.NO.	NAME OF AGENCY /ORGANIZATION /CONTRACTOR	BANK ACCOUNT DETAILS				AMOUNT Rs.
		NAME	BRANCH	ACCOUNT NO.	IFSC CODE	
1.	M/s Touchstone Advertising Pvt. Ltd, Hyderabad	Bank of Baroda	Banjara Hills	26610200000060	BARB0PBBHYD	1,57,500/-

2.	M/s Associated Advertising Pvt. Ltd, Hyderabad	State Bank of India	Secunderabad	10725427162	SBIN0000916	78,750/-
3.	M/s. Akshara Advertising Limited, Hyderabad	Axis Bank Limited	Mumbai Fort (MH)	910020047482542	UTIB00000004	3,35,250/-
<b>GRAND TOTAL (Rupees Five Lakhs Seventy One Thousand and Five Hundred Only)</b>						<b>5,71,500/-</b>

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
M/s. Touchstone Advertising (P) Limited, Hyderabad.  
M/s. Associated Advertising Pvt. Ltd, Hyderabad.  
M/s. Akshara Advertising Limited, Hyderabad  
The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department,  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.  
The Accounts Officer, YAT & C (PMU - Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER